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Fax Number (703) 872-9906 ATTY DOCKET NO: 10001634-1

Date: Oct 14, 2004

The Patent and Trademark Office date stamp sets forth the receipt date of the amendment as filed.

Applicant: David J. Miller

Title: Method And Facility For Displaying Customer Activity And Value \_\_\_\_\_

Fax Transmittal Letter 1 Pg.  
 Amendment. 11 Pgs  
 Authorized to charge Deposit Account 08-2025 \$0.00

Atty/Sec. Initials LZW Client/Matter/Name Hewlett-Packard Development Company

HEWLETT-PACKARD COMPANY  
Intellectual Property Administration  
P. O. Box 272400  
Fort Collins, Colorado 80527-2400

PATENT APPLICATION

ATTORNEY DOCKET NO. 10001634-1

IN THE  
UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s): David J. Miller

Confirmation No.: 4178

Application No.: 09/629,262

Examiner: Mark A. Fadok

Filing Date: 07/31/2000

Group Art Unit: 3625

Title: Method And Facility For Displaying Customer Activity And Value

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Mail Stop Amendment  
Commissioner For Patents  
PO Box 1450  
Alexandria, VA 22313-1450

## TRANSMITTAL LETTER FOR RESPONSE/AMENDMENT

Sir:

Transmitted herewith is/are the following in the above-identified application:

(X) Response/Amendment	( ) Petition to extend time to respond
( ) New fee as calculated below	( ) Supplemental Declaration
( ) No additional fee	
( ) Other: _____ (fee \$ _____)	

CLAIMS AS AMENDED BY OTHER THAN A SMALL ENTITY						
(1) FOR	(2) CLAIMS REMAINING AFTER AMENDMENT	(3) NUMBER EXTRA	(4) HIGHEST NUMBER PREVIOUSLY PAID FOR	(5) PRESENT EXTRA	(6) RATE	(7) ADDITIONAL FEES
TOTAL CLAIMS	16	MINUS	20	= 0	X \$18	\$ 0
INDEP. CLAIMS	2	MINUS	3	= 0	X \$88	\$ 0
[ ] FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM					+ \$300	\$ 0
EXTENSION FEE	1ST MONTH \$110.00	2ND MONTH \$430.00	3RD MONTH \$980.00	4TH MONTH \$1530.00		\$ 0
OTHER FEES						\$
TOTAL ADDITIONAL FEE FOR THIS AMENDMENT						\$ 0

Charge \$ 0 to Deposit Account 08-2025. At any time during the pendency of this application, please charge any fees required or credit any overpayment to Deposit Account 08-2025 pursuant to 37 CFR 1.25. Additionally please charge any fees to Deposit Account 08-2025 under 37 CFR 1.16, 1.17, 1.19, 1.20 and 1.21. A duplicate copy of this sheet is enclosed.

Respectfully submitted,

(X) I hereby certify that this paper is being transmitted  
to the Patent and Trademark Office facsimile  
number (703) 872-9306 on Oct 14 2004  
Number of pages: 13

By David J. Miller  
Leland J. Wiesner

Typed Name: Leland J. Wiesner

Leland Wiesner

Signature: Leland J. Wiesner

Attorney/Agent for Applicant(s)  
Reg. No. 39424

Date: Oct. 14, 2004

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : David J. Miller Art Unit : 3625  
Atty. Dkt. : 10001634-1 Examiner : Mark A. Fadok  
Issue Date : n/a  
Serial No. : 09/629,262  
Filed : 7/31/2000  
Title : Method And Facility For Displaying Customer Activity And Value

Commissioner for Patents  
Alexandria, VA 22313-1450

### **RESPONSE**

Dear Examiner Fadok:

In the office action mailed September 15, 2004, the Examiner indicated the most recent amendment was non-responsive. In particular, the Examiner did not receive a discussion how the amended features overcame the prior art. Despite this omission, the Applicant appreciates the Examiner's recognizing our bona fide attempt to respond and providing a 1 month extension to provide the additional information. In reviewing the office action mailed March 8, 2004, the Examiner rejected claims 1,2, 4-7, 9-12, 14-17,19, and 20 under 103(a) as unpatentable over Lazaraus et al (U.S. Pat. 6,430,539) in view of Applicant's disclosure and Official Notice. Assuming our most recent amendment was not entered in part or in whole, we have re-submitted our most recent amendment to the claims and have added reasons why the claims as currently amended are in condition for allowance. Accordingly, the Applicant would respectfully request reconsideration and entry of the amended claims.

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this paper is being transmitted to the Patent and Trademark Office Facsimile Number 703-872-9306 on June 9, 2004.

Leland Wiesner  
Typed or Printed Name of Person Signing Certificate

Signature